



UNITED STATES ENVIRONMENTAL PROTECTION AGENCY  
WASHINGTON, DC 20460

OFFICE OF CHEMICAL SAFETY  
AND POLLUTION PREVENTION

November 25, 2014

Ms. Cheryl Purcell  
Farnam Companies, Inc.  
301 West Osborn Ave  
Phoenix, AZ 85014

Subject: Label Notification per PRN 98-10 – Addition of the following marketing claims:  
“Protection for your horse [from flies, ticks and mosquitoes] when you [can’t be/aren’t] there” and “Protects/defends your horse [from flies, ticks and mosquitoes] when you [can’t be/aren’t] there.”  
Product Name: Farnam Purge Pesticide  
EPA Registration Number: 270-279  
Application Date: August 29, 2014  
Decision Number: 497559

Dear Ms. Purcell:

The Agency is in receipt of your Application for Pesticide Notification under Pesticide Registration Notice (PRN) 98-10 for the above referenced product. The Registration Division (RD) has conducted a review of this request for its applicability under PRN 98-10 and finds that the action requested falls within the scope of PRN 98-10.

The label submitted with the application has been stamped “Notification” and will be placed in our records.

If you have any questions, you may contact Jennifer Gaines at 703-305-5967 or via email at [gaines.jennifer@epa.gov](mailto:gaines.jennifer@epa.gov).

Sincerely,

A handwritten signature in black ink that reads "Jennifer Gaines" followed by a stylized initial "bn".

Kable Bo Davis, Product Manager 03  
Invertebrate-Vertebrate Branch 1  
Registration Division (7505P)  
Office of Pesticide Programs

## NOTIFICATION

270-279

(Front)

The applicant has certified that no changes, other than those reported to the Agency have been made to the labeling. The Agency acknowledges this notification by letter dated:

11/25/2014



(red)

### FARNAM PURGE PESTICIDE

ALTERNATE BRAND NAME: EQUI-SPOT SPOT-ON FLY CONTROL FOR HORSES  
EQUI-SPOT SPOT-ON PROTECTION FOR HORSES

PROTECTS HORSES FROM FLIES, GNATS AND TICKS  
DO NOT USE ON CATS

#### HORSE CLAIMS

- PROTECTS HORSES FROM HOUSE FLIES, STABLE FLIES, FACE FLIES, HORN FLIES, EYE GNATS, AND TICKS
- KILLS & REPELS HOUSE FLIES, STABLE FLIES, FACE FLIES, HORN FLIES, EYE GNATS, AND TICKS ON HORSES
- Kills & Repels Gnats on Horses
- Kills & Repels Stable & Face flies that may cause Summer Sores
- Kills and Repels Ticks that may transmit Lyme disease, anaplasmosis/equine ehrlichiosis, equine piroplasmosis,
- Protects/Defends your horse from Ticks [that may transmit Lyme disease, anaplasmosis/equine ehrlichiosis or equine piroplasmosis] [for up to 14 days/2weeks]
- 
- AIDS IN THE CONTROL OF HORSE FLIES, DEER FLIES, MOSQUITOES AND BLACK FLIES ON HORSES
- Aids in protection against mosquitoes on horses
- Aids in the Defense of your horse from Mosquitoes [that may transmit West Nile Virus and eastern and western encephalitis] [for up to 14 days/2 weeks]
- Protects/Defends/Repels [horses] [from Flies and Ticks] [for up to 14 days/2weeks]
- Protects/Defends/repels [horses] from House, Stable & Face Flies that may cause Summer Sores
- Aids in the Control of Mosquitoes that may transmit West Nile Virus and eastern and western encephalitis
- *Existing 3 claims below moved*
- Protection for your horse [from flies, ticks and mosquitoes] when you [can't be/aren't] there
- Protects/defends your horse [from flies, ticks and mosquitoes] when you [can't be/aren't] there

#### PRODUT KILL/REPELLENT CLAIMS

- KILLS AND REPELS TICKS ON HORSES [that may transmit Lyme disease, anaplasmosis/equine ehrlichiosis, equine piroplasmosis]
- PROVIDES TICK PROTECTION ON LISTED PESTS
- Provides Mosquito protection
- Provides fly protection
- *Existing claim moved*
- FIGHTS TICKS [ON HORSES]

- Fights Mosquitoes [on Horses]
- Fights Flies [on Horses]
- AIDS IN THE CONTROL OF [PROTECTS AGAINST] MOSQUITOES ON HORSES
- PROTECTS AGAINST TICKS [ON HORSES]  
Protects against flies [on Horses]
- Protects against flies, ticks, mosquitoes and other biting insects
- PROVIDES PROTECTION AGAINST TICKS [ON HORSES]
- Provides protection against flies on horses
- Provides Protection against flies, ticks, mosquitoes and other biting insects
- Protects/Defends Your Horse from Flies, Ticks, Mosquitoes & Gnats & other biting insects for up to 14 days/2 weeks
- Protects/Defends Your Horse from Flies, Ticks, Mosquitoes and other biting insects that may transmit disease and provide entry points for infection.
- Protects/Defends Your Horse from Biting Insects that may transmit disease and provide entry points for infection.
- Protects/Defends Your Horse's Health from disease and infection that can be carried by biting insects.
- Protects/Defends Your Horse's Health from disease and infection carried by ticks, mosquitoes, flies & other biting insects.
- KILLS TICKS [ON HORSES]
- PROTECTS HORSES FROM TICKS
- Protects horses from ticks, mosquitoes flies and other biting insects

#### DURATION CLAIMS

- ONE TUBE LASTS 14 DAYS [2 WEEKS]
- EQUINE SPOT-ON PROTECTION FOR UP TO 14 DAYS/2 WEEKS
- PROTECTS/DEFENDS FOR UP TO 14 DAYS/2 WEEKS
- UP TO 14 DAY/2 WEEKS SPOT-ON PROTECTION/DEFENSE FOR YOUR HORSE

#### MISCELLANEOUS CLAIMS

- WON'T SWEAT OFF!
- STAYS ON THROUGH SWEAT AND RAIN
- WATER AND SWEAT RESISTANT [FORMULA]
- SWEAT-RESISTANT SPOT-ON FOR HORSES
- SWEAT-RESISTANT [WATER RESISTANT] FORMULA
- FIELD TESTED AND PROVEN EFFECTIVE EVEN WHEN HORSE SWEATS [GETS WET]
- SWEAT AND WEATHER PROOF
- *(Duplicative)* WEATHER PROOF
- IDEAL FOR PASTURED HORSES
- Protects/defends your Horse's Health and Comfort
- Helps Defend Your Horse from the Discomfort of Fly, Tick, Mosquito, & Gnats bites
- Helps Defend Your Horse from the Discomfort caused by biting insects

- Defense Against the Discomfort of Fly, Tick, Mosquito, & Gnats bites
- Helps Defend Your Horse's Comfort by Protecting it from biting insects
- Protects/Defends the Comfort of your Horse from Biting insects that may transmit disease and infection
- Protects/defends your horse against fly bites that can provide entry points for infection & [] diseases [transmitted by flies]
- Defense Zone Against Flies, Ticks, Mosquitoes & Gnats

#### SCENT CLAIMS

- [NOW WITH] CITRUS SCENT
- [NOW WITH] CITRONELLA SCENT

ACTIVE INGREDIENTS

Permethrin\* (CAS #52645-53-1).....45.0%

OTHER INGREDIENTS .....55.0%

TOTAL .....100.0%

\*cis/trans ratio: Max 55% (+) cis and min 45% (+) trans

KEEP OUT OF REACH OF CHILDREN  
CAUTION  
DO NOT USE ON CATS  
SEE BACK PANEL FOR ADDITIONAL PRECAUTIONARY STATEMENTS

Net Contents:

3 0.34 fl. oz. (10.0 ml)] Applicators or 6 [0.34 fl. oz. (10.0 ml)] Applicators or  
2 0.34 fl. oz. (10.0 ml)] Applicators

EPA Reg. No.: 270-279

EPA Est. No.: \_\_\_\_\_

Farnam Companies, Inc.

P.O. Box 34820

Phoenix, Arizona 85067-4820

[www.farnam.com](http://www.farnam.com)

(lot number statements as needed)

Mfg. & Printed in U.S.A.

(label revision number)

(product number)

(Back)

READ ENTIRE LABEL BEFORE EACH USE  
USE ONLY ON HORSES OVER 12 WEEKS OF AGE  
DO NOT USE ON CATS

**PRECAUTIONARY STATEMENTS**  
**HAZARDS TO HUMANS AND DOMESTIC ANIMALS**  
**CAUTION**

May be toxic and potentially fatal if applied to or ingested by cats.

**Hazards to Humans:** Harmful if swallowed or absorbed through skin. Causes moderate eye irritation. Avoid contact with skin, eyes or clothing. Wash thoroughly with soap and water after handling and before eating, drinking, chewing gum, or using tobacco. Wear long-sleeved shirt and long pants, socks, shoes, and gloves. Remove and wash contaminated clothing before reuse. Wear protective eyewear.

**Hazards to Domestic Animals:** FOR EXTERNAL USE ON HORSES ONLY.

Do not use on foals under 12 weeks of age. Consult a veterinarian before using this product on debilitated, aged, medicated, pregnant, or nursing horses. Consult a veterinarian before using on horses with known organ dysfunction. DO NOT USE ON CATS or animals other than horses. Certain medications can interact with pesticides. It is advisable to consult a veterinarian before using this product with any other pesticide or drug.

FIRST AID	
IF SWALLOWED	<ul style="list-style-type: none"> <li>• Immediately call a poison control center or doctor.</li> <li>• Do not induce vomiting unless told to do so by the poison control center or doctor.</li> <li>• Do not give <b>any</b> liquid to the person.</li> <li>• Do not give anything by mouth to an unconscious person.</li> </ul>
IF IN EYES:	<ul style="list-style-type: none"> <li>• Hold eye open and rinse slowly and gently with water for 15-20 minutes.</li> <li>• Remove contact lenses, if present, after first 5 minutes, then continue rinsing eye.</li> <li>• Call a poison control center or doctor for treatment advice.</li> </ul>
IF ON SKIN OR CLOTHING:	<ul style="list-style-type: none"> <li>• Take off contaminated clothing.</li> <li>• Rinse skin immediately with plenty of water for 15-20 minutes</li> <li>• Call a poison control center or doctor for treatment advice.</li> </ul>
In case of medical emergencies or health and safety inquiries, or in case of fire, leaking or damaged container or for product use information, call toll free: _____	
Have the product container or label with you when calling a poison control center or doctor, or going for treatment.	

**Adverse Reactions:** Some animals may be sensitive to ingredients in this product. Reactions in horses may include skin sensitivity. Horses may show lethargy, increased pruritus (itchiness), erythema (redness), rash and hair discoloration or hair loss at the application site. Observe horse following treatment. Sensitivity may occur after using ANY pesticide product on a horse. If signs of sensitivity occur bathe your horse with a mild, non-insecticidal shampoo and rinse with large amounts of water. If signs continue, consult a veterinarian immediately and report incident to company at 1-800-XXX-XXXX.

**PHYSICAL OR CHEMICAL HAZARDS**

COMBUSTIBLE. DO NOT USE OR STORE NEAR HEAT OR OPEN FLAMES

**ENVIRONMENTAL HAZARDS**

This pesticide is extremely toxic to aquatic organisms, including fish and invertebrates. To protect the environment, do not allow pesticide to enter or run off into storm drains, drainage ditches, gutters or surface waters. Applying this product in calm weather when rain is not predicted for the next 24 hours will help to ensure that wind or rain does not blow or wash pesticide off the treatment area.

This product is highly toxic to bees exposed to direct treatment on blooming crops or weeds. Do not

apply this product or allow it to drift to blooming crops or weeds while bees are actively visiting the treatment area.

### DIRECTIONS FOR USE

It is a violation of Federal law to use this product in a manner inconsistent with its labeling.

### HORSES

DO NOT USE ON HORSES INTENDED FOR FOOD USE

DO NOT USE ON FOALS UNDER 12 WEEKS (3 MONTHS) OF AGE

Remove product tube(s) from package. [Fold along perforation between tubes and tear off one tube. Return unused tubes to package.] Holding tube with notched end pointing up and away from face and body, snap off narrow end at notches. Apply one tube (10.0 ml) of product solution as follows:

Each line on applicator represents 2 ml of product  
[horse diagram with ml markings appears here]

- 5 ml along the back line starting at the poll (top of head behind the ears), along the base of the mane, down the dorsal midline to the dock (base of the tail)
- 1 ml to the top of the forehead under the forelock
- 1 ml, as a stripe, to the back of each foreleg, from the ankle up to the knee (2 ml total)
- 1 ml, as a stripe, to the back of each hindleg, from the ankle up to the hock (2 ml total)
- Do not allow the product to contact horse's eyes or mucous membranes
- Wrap tube and put in trash
- Do not reapply for 14 days (2 weeks).

#### Alternate Application Instruction Set 1

<Brand/Product Name> is most effective when applied such that it can spread over the largest portion of the horse's body surface possible. For maximum protection, apply product as described below to the specified target areas in each Defense Zone.

Remove product applicators from package. Fold along perforation between applicators and tear off one application. Return unused applicators to package. Holding applicator with tipped end pointing up and away from face and body, snap off narrow end at fold line. Apply one applicator (10ml) of [Brand/Product Name] product solution as follows:

Instructions for applying [product/Product Name] on horse:

Hold the left and right sides of applicator between your thumb and index finger. With the back end of applicator tilted slightly downward, softly place the flat edge of the applicator tip on the location where you want to apply product. Slowly tip back end of applicator upward until a spot of product, approximately the size of a quarter, is expelled from applicator.

For optimum effectiveness, apply one spot to each location pictured in diagram below. Apply to both the right AND left sides of the horse. Use all product in applicator.

Defense Zone I- Head, Neck & Chest:

- Top of forehead and under the forelock
- Poll area
- Side of head at mid jaw line
- Side of neck
- Chest area

Defense Zone II- Body

- Withers
- Upper hip
- Side of hip
- Lower side of horse

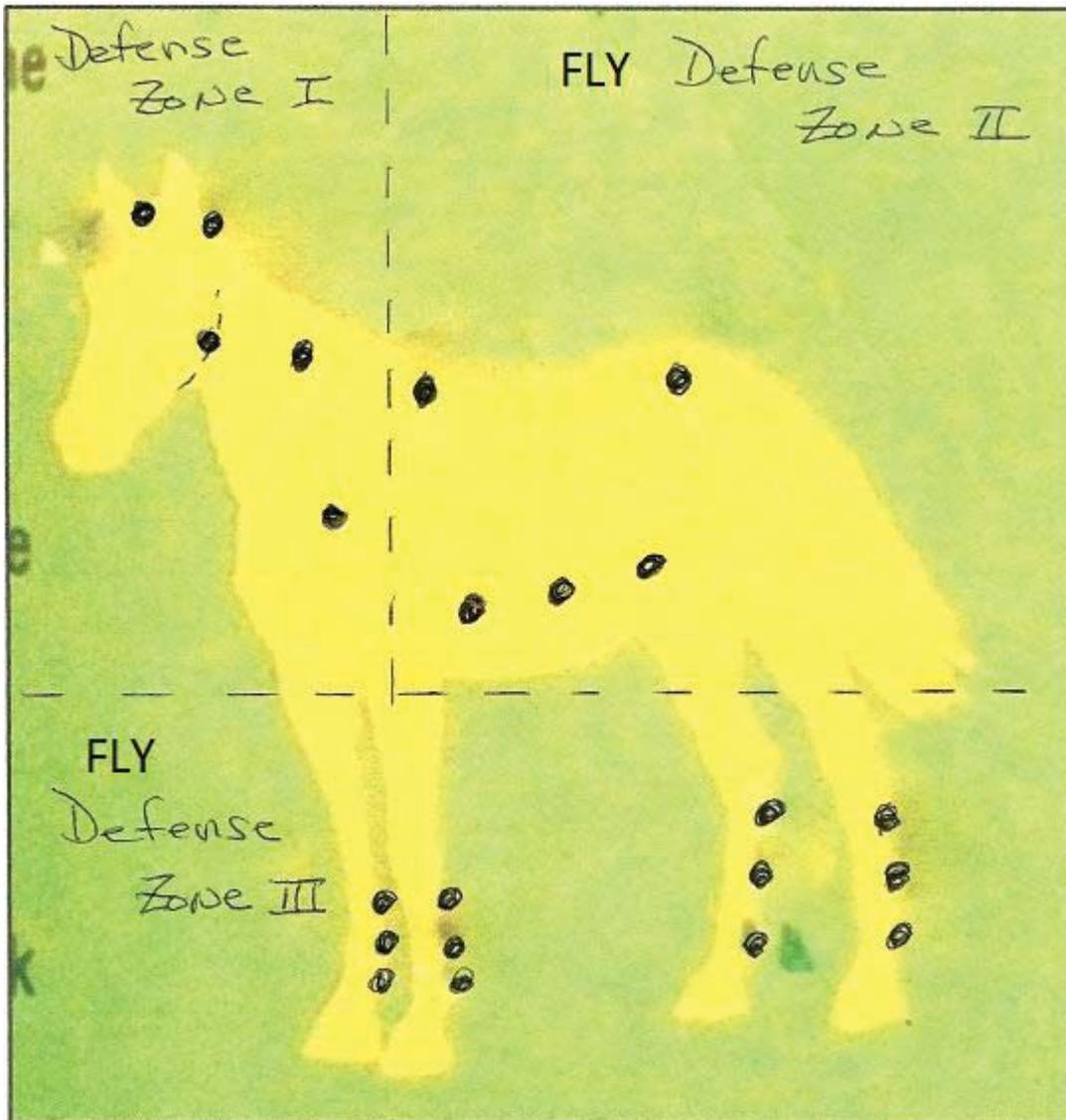
Defense Zone III - Legs:

- On the back of both front legs beginning at knee
- On the back of both hind legs beginning at hock

Do not allow the product to contact horse's eyes or mucous membranes

When finished, wrap tube and put in trash

Do not reapply for 14 days (2 weeks).



#### STORAGE AND DISPOSAL

Do not contaminate water, food or feed by storage or disposal.

**Pesticide Storage:** Store in cool, dry place. Protect from freezing.

**Pesticide Disposal: If empty:** Do not reuse container. Place in trash or offer for recycling if available.

**If partly filled:** Call your local solid waste agency for disposal instructions. Never place unused product down any indoor or outdoor drain.

#### NOTICE OF WARRANTY

TO THE EXTENT CONSISTENT WITH APPLICABLE LAW, FARNAM COMPANIES, INC. MAKES NO WARRANTY OF MERCHANTABILITY, FITNESS FOR ANY PARTICULAR PURPOSE, OR OTHERWISE, EXPRESSED OR IMPLIED CONCERNING THIS PRODUCT OR ITS USES WHICH EXTEND BEYOND THE USE OF THE PRODUCT UNDER NORMAL CONDITIONS IN ACCORDANCE WITH THE STATEMENTS MADE ON THIS LABEL.

Spot-on tube label

TUBE LABEL (folding card and flat card packaging designs)

FARNAM PURGE INSECTICIDE  
{CAT ICON}

PERMETHRIN 45% W/W

KEEP OUT OF REACH OF CHILDREN

CAUTION

{DO NOT USE ON CATS}

READ DIRECTIONS AND

PRECAUTIONS BEFORE USING

EPA Reg. No. 270-279

{USE THIS STATEMENT AND/OR CAT ICON IN CIRCLE WITH SLASH}

